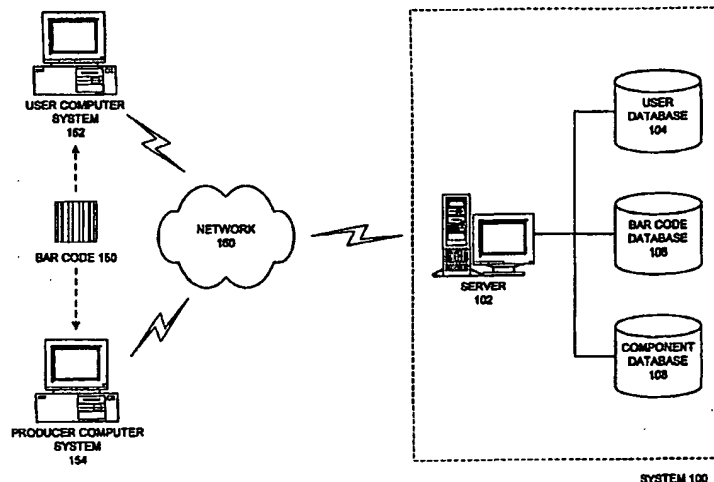




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(54) Title: SYSTEM AND METHOD FOR PROVIDING ELECTRONIC INFORMATION UPON RECEIPT OF A SCANNED BAR CODE



(57) Abstract

A system and method are provided for receiving a bar code from a user, retrieving information concerning an item identified by the bar code, and providing the information to the user. The information may include a hyperlink, a description, summary or review of the item, network address, etc. Producers, vendors, manufacturers and other entities may register bar codes and information about items, including electronic commerce opportunities. A graphical display returned to a user may thus include various product details, advertisements, purchasing opportunities and other data. The graphical display may be tailored to a particular entity, such as the operator of the system or an organization that provided the user with a bar code scanner. The system includes one or more databases to store registered bar codes, information relating to items and components of graphical displays. One or more servers are also included, to maintain the databases and communicate with users and other entities.